

Case Study



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Ferrero **FERRERO**

Ferrero believes that small portions help people to enjoy their products as part of a balanced and varied diet. Ferrero chocolate confectionery has always been available in small portions. In 2017/2018 the average portion size of Ferrero individually wrapped chocolate confectionery was 96.4 calories, down from 96.9 calories the previous year.

One of Ferrero's flagship products, Nutella, has a 15g portion size (80 calories), promoted on pack with labels showing imagery of a heaped teaspoon. 81% of consumers said the icon is a good way to educate on the Nutella portion size and 31% had reduced their consumption of Nutella after seeing the icon.

Finally, on new product development, in September 2017 Ferrero launched a new biscuit, Nutella B-ready. Nutella B-ready contains 115 calories per portion, which is between 19% and 50% smaller than its immediate competitors.

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Unilever



Ben and Jerry's Moo-phoria

Last year Ben & Jerry's introduced Moo-phoria light ice cream in the UK, a lower calorie, lower fat option. The range includes Chocolate Cookie Dough, 132 calories per 100ml and Caramel Cookie Fix, 128 calories per 100ml. In 2019 Ben & Jerry's expanded the range with two new flavours: Chocolate Cookies and Cream, 129 calories per 100ml, and Salted Carmel Brownie, 124 calories per 100ml. Mini pots of Moo-phoria have now been launched, offering people a lower calorie choice in a portion-controlled format.

Unilever has introduced calorie caps on all of their handheld ice creams of under 110 kcals for children's ice cream, and less than 250 kcals for adult's ice cream. In 2019 Unilever reformulated all four of its Cornetto variants in the UK so that these ice creams now contain 15% to 21% less sugar per 100ml. This was achieved by adjusting the sugar blend, avoiding the need for added sweeteners.